

# **MSc. Entrepreneurship and Business Development**

**Module: Live Commercial Project**

**Tutor: Mark Copsey**

**By**

**Nana Yaw Kuffour-77341992**

# Brownway: Affordable, Nutritious Pre-Mixed Food for African Households

Brownway is an innovative solution for busy African families, offering an affordable and culturally appropriate pre-mixed food staple. This product enables households to reduce meal preparation time while meeting their nutritional demands, addressing the challenge of providing wholesome meals in today's hectic schedules.







## The Problem: Busy African Families Struggle with Wholesome Meals

### Time Constraints

African families with hectic schedules find it difficult to provide wholesome meals due to limited time for meal preparation.

### Nutritional Demands

Meeting nutritional requirements becomes challenging when time is limited, potentially leading to compromised dietary choices.

### Cultural Appropriateness

Finding quick meal solutions that align with cultural preferences and tastes can be a struggle for many African households.



# The Opportunity: Providing Appropriate Food Options

## 1 Market Gap

This presents an opportunity to provide busy families with an appropriate food option that addresses their unique needs and preferences.

## 2 Time-Saving Solution

There is a clear demand for products that can help reduce meal preparation time without sacrificing nutritional value or cultural relevance.

## 3 Nutritional Focus

An opportunity exists to create a product that meets the nutritional demands of African families while accommodating their busy lifestyles.

# Introducing Brownway: The Solution



## Pre-Mixed Food Staple

1

Brownway is a pre-mixed basic food that is meant to satisfy the demands of busy African families.

2

## Time-Saving

It enables African households to reduce meal preparation time significantly.

## Nutritionally Balanced

3

Brownway is designed to meet the nutritional demands of African families.

4

## Culturally Appropriate

The product is tailored to be culturally appropriate, aligning with African



# Target Customer: African Households



## Busy Families

African families with hectic schedules who struggle to provide wholesome meals regularly.



## Time-Conscious

Households looking for ways to reduce meal preparation time without compromising on nutrition.



## Culturally Aware

Families who value culturally appropriate food options that align with their traditions and tastes.



## Health-Conscious

Consumers who prioritise meeting their nutritional demands despite busy lifestyles.

## Main Idea

To Introduce Brownway, an affordable, culturally appropriate pre-mixed food staple that will help African households reduce meal preparation time and meet their nutritional demands.





# Brownway Prototype

## Product Design

The Brownway prototype features carefully designed packaging that reflects its African roots and appeals to the target market.

## Nutritional Content

The prototype includes a balanced mix of nutrients tailored to meet the dietary needs of African families.

## Preparation Instructions

Clear, easy-to-follow instructions are provided to ensure quick and simple meal preparation.





# Insights from Primary Research

## 1 Time Constraints

Primary research confirmed that African families struggle with time constraints when preparing meals.

## 2 Nutritional Awareness

Families expressed a strong desire for nutritious meal options that fit their busy lifestyles.

## 3 Cultural Importance

Research highlighted the importance of culturally appropriate food options for African households.

## 4 Affordability

The need for affordable meal solutions was a recurring theme in the primary research findings.

# Business Model: Meeting Market Demands

1

## Product Development

Create a range of Brownway products tailored to different African cuisines and nutritional needs.



2

## Distribution

Establish partnerships with local retailers and markets to ensure wide availability of Brownway products.



3

## Marketing

Develop targeted marketing campaigns highlighting Brownway's benefits: time-saving, nutritious, and culturally appropriate.



4

## Customer Feedback

Implement a system for continuous customer feedback to improve and expand the Brownway product line.





# Benefits of Brownway

Time-Saving	Nutritious	Culturally Appropriate	Affordable
Reduces meal preparation time	Meets nutritional demands	Aligns with African tastes	Cost-effective meal solution
More time for family activities	Supports healthy lifestyles	Preserves cultural food traditions	Accessible to various income levels

# Conclusion: Brownway - Nourishing African Families

## Addressing a Crucial Need

Brownway addresses the challenge of providing wholesome meals for busy African families, offering a time-saving and nutritious solution.

## Cultural Relevance

By providing a culturally appropriate pre-mixed food staple, Brownway ensures that African households can enjoy familiar flavours while saving time.

## Empowering Families

Brownway empowers African families to maintain healthy eating habits despite hectic schedules, contributing to overall well-being and quality of life.

## Future Growth

With its innovative approach and focus on meeting specific market needs, Brownway is positioned for growth and positive impact in African communities.



The background is a complex, low-poly geometric pattern. It consists of numerous triangles of varying sizes and orientations. The primary color is a dark, charcoal gray, which serves as the base for the polygons. Interspersed among these are several triangles that are a bright, metallic gold color. The edges of all the triangles are defined by thin, glowing gold lines, which create a sense of depth and structure. The overall effect is a modern, high-tech, and somewhat crystalline aesthetic.

Video Presentation LINK

<https://drive.google.com/file/d/1dDSxo2iWsqaeklgWfaFdk23e0EQS56Gv/view?usp=drivesdk>